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News Release

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Michigan Floriculture Sales Ranked Third Nationally

Michigan kept steady in third place in national ranking in value of wholesale sales of floriculture products in 2013, behind California and Florida, according to Jay Johnson, Director of the USDA, NASS, Great Lakes Regional Office. Reports from Michigan's 599 commercial growers (with \$10K or more in gross sales) showed an estimated wholesale value of \$406.2 million for all surveyed floriculture crops, up \$27.2 million from last year. This estimate includes summarized sales data as reported by growers with \$100K or more in sales, plus a calculated wholesale value of sales for operations with sales from \$10,000 to \$99,999.

The leading crop category breakdowns for Michigan operations with more than \$100K in sales were:

- First, **annual bedding/garden plants** with \$216.0 million in sales.
- Second, **propagative materials** with \$75.2 million in sales.
- Third, **herbaceous perennial plants** with \$59.4 million in sales.
- Fourth, **potted flowering plants** with \$33.4 million in sales.

Michigan leads the nation in value of sales for 12 floriculture crops:

- Impatiens Flats (other)** with 1.7 million flats sold, valued at \$10.6 million.
- Begonias Flats** with 813,000 flats sold, valued at \$6.3 million.
- Geraniums Flats (seeds)** with 207,000 flats sold, valued at \$1.1 million.
- Petunias Flats** with 1.5 million flats sold, valued at \$12.3 million.
- Begonias Hanging Baskets** with 771,000 baskets sold, valued at \$5.0 million.
- Geranium Hanging Baskets (cuttings)** with 724,000 baskets sold, valued at \$5.1 million.
- Impatiens Hanging Baskets (other)** with 675,000 sold, valued at \$3.3 million.
- Marigolds Hanging Baskets** with 54,000 sold, valued at \$195,000.
- Petunias Hanging Baskets** with 1.4 million baskets sold, valued at \$7.7 million.
- Potted Easter Lillies** with 1.2 million pots sold, valued at \$4.9 million.
- Potted Geraniums (seeds)** with 9.0 million pots sold, valued at \$7.1 million.
- Potted Petunias** with 4.1 million pots sold, valued at \$9.1 million.

Total covered area for all operations in the state was 48.5 million square feet. This includes both rigid and film plastic greenhouses, glass greenhouses, shade, and temporary cover. Only California and Florida had more total cover.

The 2013 wholesale value of floriculture crops is up 7 percent from the 2012 valuation. The total crop value at wholesale for the 15-State program for all growers with \$10,000 or more in sales is estimated at \$4.40 billion for 2013, a 1% increase over 2012's \$4.36 billion. California continues to lead sales with wholesale crops valued at \$1.14 billion, up 3% from 2012. Florida weighs in second with wholesale sales of \$887 million, down 1% from 2012. These two States alone account for 46 percent of the 15-State total value. Michigan, Texas, and North Carolina follow to round out the top 5 states by wholesale sales. These five states account for 67% of wholesale sales in 2013.

Number of Producers: For the 15 states in the program, number of producers stands at 6,042, down 2% from 2012.

Area Used for Production: Total covered area for production the 15 states came in at 701 million ft², down 4% from 2012.

Peak Hired Workers: The average peak number of hired workers employed on operations in the 15-State program in 2013 is 19. A total of 4,525 operations hired workers during 2013. Overall, 75 percent of operations used some hired labor during 2013, unchanged from 2012.